

Leisure & Tourism: Marketing Curriculum Links

KS4

AQA GCSE Leisure & Tourism

- 1.1 The nature of the leisure and tourism industry
- 1.2 Introduction to business operations in leisure and tourism
- 1.3 Factors influencing customer choice
- 2.2 promotion in leisure & tourism contexts
- 2.3 promotional techniques and materials in leisure & tourism

Eduqas Level 1 / 2 Tourism

Unit 2: The Business of Tourism